(54) **SYSTEMS AND METHODS FOR DYNAMICALLY GENERATING EMOJIS BASED ON IMAGE ANALYSIS OF FACIAL FEATURES**

(71) Applicant: **Facebook, Inc.**, Menlo Park, CA (US)

(72) Inventors: **Michael James Matas**, Healdsburg, CA (US); **Michael Waldman Reckhow**, San Francisco, CA (US); **Yaniv Taigman**, Los Altos, CA (US)

(57) **ABSTRACT**

Systems, methods, and non-transitory computer-readable media can acquire real-time image data depicting at least a portion of a face of a user of a computing system (or device). The real-time image data can be analyzed to determine a state associated with at least the portion of the face. An emoji can be provided based on the state associated with at least the portion of the face. The emoji can be inputted in a communication to be made by the user.